



## **Zlokower of the Zlokower Co. elected president of PRSA-NY**

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Harry Zlokower, public relations columnist for New York Real Estate Journal, and head of Zlokower Co., a public relations firm, has been elected president of the New York Chapter of the Public Relations Society of America (PRSA-NY) which has over 700 members and is one of the largest chapters in the country.

The Zlokower firm was founded in 1983 and has helped dozens of commercial and residential real estate companies publicize their services through the media and other techniques of public relations.

Zlokower clients have included owners, developers, brokers, financial advisors, attorneys, appraisers, title agencies, and concierge services, as well as some of the city's finest condos.

The award-winning firm is known for its ability to quickly understand a client's needs and messages and to translate and communicate those messages to the marketplace.

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